All New Volvo S80: Style, Sophistication, Safety and Scandinavian

The all new Volvo S80 is the flagship of the Volvo sedan line, a completely new luxury car with elegant styling, two highly sophisticated new engine choices, a long list of breakthrough safety technologies and a premium driving experience – all packaged in an aura of ‘Scandinavian luxury.’

Volvo Car Corporation anticipates sales of about 50,000 new S80 cars annually. North America will be the largest market.

With its clean, elegant lines and dynamic profile, the second generation Volvo S80 is the same overall length as its predecessor at 191 inches, but it is both slightly wider and taller. Its wheelbase is also longer and the track is wider. The generous interior space includes a wide range of intelligently designed functions, an ultra-slim centre console, one of the world’s best audio systems and a strong Scandinavian influence where every detail has been meticulously designed according to form and function.

The all new Volvo S80 will be the first Volvo sedan with a V8 engine, as well as the first sedan with the highly sophisticated new Volvo in-line 6-cylinder engine. Both are mated to a 6-speed automatic transmission with Geartronic sequential shifting. All Volvo S80 V8s with be equipped with the electronically controlled Volvo All-Wheel-Drive feature, while the I6 S80 with be front-wheel drive.

The highly refined ride and handling of the all new Volvo S80 can be attributed to an extremely rigid chassis structure. Performance and the drive experience are enhanced by the available Four C active suspension, adjustable power steering, and a host of measures that help keep noise, vibration, harshness and road irregularities from intruding into the luxurious interior.

Innovations in passive safety include a new side airbag with dual chamber construction for enhanced hip and chest protection, clever structural design that uses four different grades of steel for predictable crash energy absorption, the next generation of WHIPS rear impact protection and new approaches to pedestrian safety. Emphasis on active safety has resulted in the introduction of such features as adaptive cruise control, advanced functions to help shorten braking distance, swiveling bi-Xenon headlights that follow the car’s steering, collision warning systems and the world’s first remote car monitor.

The all new Volvo S80 can be equipped with one of the best audio systems in the world, Volvo Premium Sound. A digital amplifier from Alpine with Bang & Olufsen PowerHouse ICEPower® technology, Dolby® Pro Logic II Surround and loudspeakers from Dynaudio® of Denmark create an audio experience of the acoustically purest form.

The all new Volvo S80 integrates all of the technology and design features into a luxury car that is inviting, intelligent, and accessible. “We’re challenging the very best in the segment by offering refined Scandinavian luxury – in other words, clean and elegant lines combined with intelligent functionality. Every single detail has been designed with a firm focus on the user’s well-being,” says Fredrik Arp, president and chief executive officer of Volvo Cars.

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The first generation Volvo S80, the first car to achieve 5-star crash test ratings in the United States, pioneered such safety innovations as the Inflatable Curtain (IC) and Whiplash Protection System (WHIPS) seating. The next generation S80 again raises the bar in safety.

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